



# THE ENCUE PLATFORM

ENHANCE  
&  
ENRICH  
LIVE CONCERTS

# THE CHALLENGE

***“WE WANT TO CONNECT AUDIENCES MORE DEEPLY TO THE PERFORMERS, CULTURE AND HISTORY OF CLASSICAL MUSIC DURING CONCERT EVENTS WITH AN ENGAGING, YET COMPLETELY UNOBTRUSIVE APP.”***

The founders of Octava, a composer and visual artist, knew exactly what was needed to bring live performances of classical music to life.

They wanted to build a software service that would provide audiences thoughtful commentary in real time during concerts. Their vision was to honor classical music and build new audiences by engaging concert goers with content that enriched their understanding at just the right moment. Initially conceived as academic research, this concept underwent several usability studies before the actual development of the product began.

The service would have two main components. In order to empower orchestras, the first component would be a service for authoring content to be delivered during scheduled live events. Event analytics provided would help shape future programming efforts and extend their market reach. To engage audiences, the second component needed to be a mobile app that would deliver the authored content, and provide insight into the music in order to forge new emotional bonds with performers during live orchestral events.

# FINDING THE BALANCE

# OUR SOLUTION

We built a **web based administrative interface** for the orchestras and a **mobile application for the iOS and Android platform** for concert attendees. The web app has custom functionality to register venues, draft content to accompany specific musical scores and to group multiple content streams into performance bundles. The aesthetic of each performance was given special attention by allowing orchestras to customize templates, style typography, and upload custom imagery. Additionally, the interface has a native performance delivery mechanism that can be controlled through any internet connected browser.

We knew that the real-time and high availability needs with possibly multiple concert performances with large audiences would require a scalable cloud solution. We selected AWS and various AWS based services to achieve this. We chose cross platform Xamarin for the mobile app to reduce the time to build and to stay within the tight budgeting. We chose .NET framework and C# for the development of the server side and the API. We chose Angular for web front end.

Check out the application at: [www.encuebyoctava.com](http://www.encuebyoctava.com)



# **LIKE BEETHOVEN WHISPERING IN YOUR EARS**

“Working with Kaz has felt like a true collaboration from the very beginning. Their dedication to the vision of our product is matched only by their technical leadership and professionalism. Always eager to explore new features and possibilities, it’s clear that Kaz views their success through ours. We could not have a better development partner.”

**ERIC SMALLWOOD**

*Co-founder  
EnCue by Octava*



**KAZ SOFTWARE  
WWW.KAZ.COM.BD**

